

**Aditanar College of Arts and Science
Virapandianpatnam – 628216
Tiruchendur
Bio - Data**



Name of the Department : COMMERCE (S.F.)

Name of the faculty member : S. SIRIL AURN

Qualification : M.Com., M. Phil.

Present Designation : ASSISTANT PROFESSOR OF COMMERCE (S.F.)

Vidwan ID : 419711

Residential Address : 4/22 North Muslim Street, Kurumbur

Contact Nos. : 9543849874

Email : sirilsiluvai@gmail.com

Gender : Male

Community : MBC

Date of Birth and Age : 20.05.1983, 40 years old

Date of joining the present post : 23.06.2008

Date of Retirement : -

I. Particulars of Educational Qualification :

Category	Name of the Degree	Specialization	Year of Passing	Name of the College	Name of the University	% of Marks / Grades obtained	Class obtained
UG	B. Com	Commerce	2003	Aditanar College of Arts and Science, Tiruchendur	Manonmaniam Sundaranar University, Tirunelveli	-	II
PG	M. Com	Commerce	2006	Kamaraj College, Thoothukudi	Manonmaniam Sundaranar University, Tirunelveli	-	I
M. Phil	M. Phil		2007	Manonmaniam Sundaranar University, Tirunelveli	Manonmaniam Sundaranar University, Tirunelveli	-	I
Ph.D	Ph.D	Commerce	2023	Manonmaniam Sundaranar University, Tirunelveli	Manonmaniam Sundaranar University, Tirunelveli		Awarded

I. Additional Qualification : Nil
NET / SLET : Nil

II. Title of Ph.D. Thesis : A Study On The Attitude And Behaviour Of Lic Policy Holders Towards Holders With Special Reference To Thoothukudi District In Tamil Nadu

III. Faculty/Discipline/Subject in which Ph.D. was awarded : Awarded on 20.10.2023

IV. Academic Experience:

Name of the College	Whether Govt/Aided/S.F.	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
Aditanar College of Arts and Science, Tiruchendur	S.F.	Assistant Professor and Head	23.06.2008		15	5	-
Total					15	5	-

V. Administrative/other Experience : Nil

VI. Other Relevant Information :

- Course material written for B. Com DDCE Students for M. S. University, Subject: Business organisation and Marketing (Tamil & English)
- Question paper setter for M. K. University
- Question paper setter for Allagappa University

Book chapters or Papers published in national/international conference/Seminar/ workshop roceedings

Title of the Chapter/paper	Name of the authors	Title of the Book/ Proceedings of the conference	Name of the conference	National/ International	Year of publication	ISBN number of Book/ proceedings	Publisher/ Affiliating Institute at the time of Publication
A Study on users' Behaviour towards Social media in Thoothukudi District	Mr.S.Siril Arun & Mr.M.Ruban Jesu Adaikalam	Proceedings of National conference on Impact of social media on youngsters	National conference on Impact of social media on youngsters	National	2023	978-81-19042-36-4	Dr.Sivathi Aditanar college of Engineering
Customer Attitude towards Mobile Commerce users with special reference to Thoothukkudi Town	Mr.S.Siril Arun & Mr.M.Ruban Jesu Adaikalam	Emerging issue of Russia-Ukraine war and the contemporary challenges of Indian Markets	Emerging issue of Russia-Ukraine war and the contemporary challenges of Indian Markets	National	Sep.2022	ISBN:978-93-94725-04-1	PG, and Research Department of Commerce St. John's College, PalyamKottai.

Research papers published in the Journals:

Title of paper	Name of the authors	Name of journal	Volume, Issue, Page No, Year	ISSN number	Is it listed in UGC Care list
A study on Digital trends in Insurance Industries	Dr. S. Thiruselvan Mr.S.Siril Arun	Sadakth – A Research Bulletin	2023	2347-7644	UGC approved journal No.64130(Ind ex in Google Scholar)